

## REMARKS

Claims 12-24 are pending in the present application. Claims 12, 18 and 24 were amended in this response. No new matter was introduced as a result of the amendments. Support for the amendments may be found, for example, on pages 10-12 of the preliminary amendment to the specification. Entry of the amendments and favorable reconsideration is respectfully requested.

Claims 12-24 were rejected under 35 U.S.C. §102(b) as being anticipated by *Mostafa* (WO 02/43414). In light of the present amendments to the claims, Applicant respectfully traverses these rejections.

Specifically, the cited art, alone or in combination, fails to teach or suggest the features of “performing at least one of a data type and a data format conversion on at least one of the data elements in accordance with a profile of a receiver of the data; and updating a link between the different data elements, including the at least one converted data element within the MMS data, after the conversion, to maintain a validity of the link in the MMS data between the different data elements” as recited in claim 12, and similarly recited in claims 18 and 24.

As explained previously by example, every multimedia message (MM) that arrives at an MMS relay/server of the receiver is verified to see whether it contains a link to another file. Where appropriate, all header fields in the header of the MM and in the headers of the individual MM elements are verified, where an MM element contains a link (e.g., SMIL, HTML or txt). Since the MM elements that are opened are, as a rule, much smaller than MM elements MM-E that do not have to be opened (non-linked), the additional processing load in the MMS relay/server of the MMS service provider is very low. Accordingly, a MMS service provider can guarantee to his/her customers that all links, both internal links and external links, contained in a multimedia message MM can be triggered in accordance with the information from the MMS user agent profile of the receiver (see specification page 12, last-paragraph - page 13).

Regarding *Mostafa*, the reference teaches that during the MMS notification process,, and before media content is provided, the system (1) checks the format of at least one component of the received media content (2) determines, by using the recipient data, whether the format is appropriate for at least one addressed recipient; and (3) if necessary, translate the component into a format appropriate for said at least one addressed recipient (page 7, lines 21-29). During

transmission, streaming parameters are transported in a URI format, so that the MMS notification will indicate that a stream may begin (page 20, lines 5-24). It appears that the Office Action is equating converted files as “data elements” and is equating the transmission link as an “updated link” (see page 3 of the Office Action; see Mostafa page 8, line 26 - page 9, line 2). In light of the present amendments, the claims recite transmitting multimedia messaging service (MMS) data in a communication system, “wherein the MMS data comprises individually linked and different data elements that are coded to different standards”, where the method comprises the steps of “performing at least one of a data type and a data format conversion on at least one of the data elements in accordance with a profile of a receiver of the data; and updating a link between the different data elements, including the at least one converted data element within the MMS data, after the conversion, to maintain a validity of the link in the MMS data between the different data elements.” Such a configuration is clearly not taught in the disclosure of Mostafa.

In light of the above, Applicants respectfully submit that claims 12-24 are both novel and non-obvious over the art of record. Accordingly, Applicants respectfully request that a timely Notice of Allowance be issued in this case. If any additional fees are due in connection with this application as a whole, the Examiner is authorized to deduct such fees from deposit account no. 02-1818. If such a deduction is made, please indicate the attorney docket no. (0112740-1027) on the account statement.

Respectfully submitted,

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